

RELIMINARY
DRAFT

Boone County Event Center

and

Fairgrounds

5 Year Transition

and

Strategic Plan

for

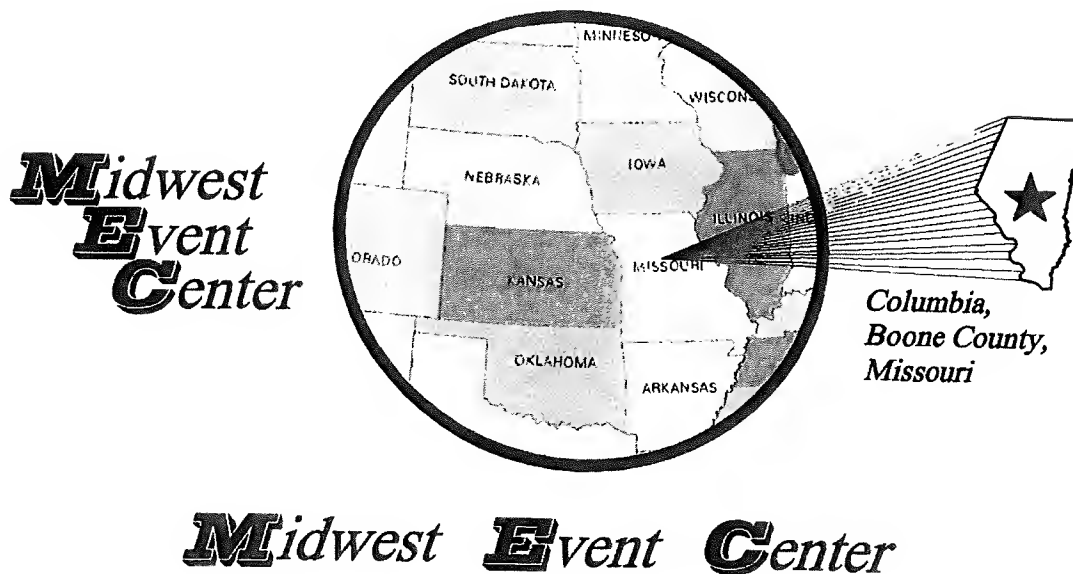
21st Century Event Center

DRAFT
RELIMINARY

I. "Re-branding", Commercializing and Renaming the Asset

- a. Rename the Boone County Fairgrounds to
 - Midwest Event Center.
 - Home of Boone County Fair Logo

Example



- b. New Website/Rollout Expansion Plan
- c. Increase Targeting and Regional Penetration
- d. Market Validation of National Events (National Biker Event) - \$10,000,000.00 Impact.

II. New Investment/Expansion/ Replacement

- a. New Executive office area for Modern administration/ secure area for cash handling etc.
- b. Convert existing offices to logistics/customer service/ event management monitoring and operations management.
- c. Security/fencing/ boundary entry/exit control.
- d. Expand and rework bathrooms/showers.
- e. Sound system/ video monitoring.
- f. Barn additions increase capacity/species handling.
- g. Complete new electric/campground services (Sewer water/ 500 spaces)/ site metering.
- h. Budget for Commercialization/marketing/travel/event pursuit.
- i. Energy efficiency audit/lighting/HVAC/water.

- j. Study Grandstand Investment including new location potential evaluation/ampitheatre location more visibility. Possible conversion existing grandstand area to flat use area only/more events.
- k. Indoor Netted Sports
 - 1. Batting Cages
 - 2. Softball and youth sports
- l. Kitchen upgrade – solicit proposals for operations/new layout.
- m. Skid/Loader
- n. Tractor
- o. Animal waste handling/manure spreader.
- p. Wash rack modernization/species handling.
- q. Storm water improvements.

- III. Adopt Permanent Maintenance/Replacement Plan
 - a. Motorized Equipment including tractors/mowers/maintenance equipment
 - b. HVAC – monthly maintenance, annual maintenance
 - c. Roofing improvements/replacement.
 - d. Modernize weatherization and use.
 - e. Reporting to county commission on maintenance annually summarize.

IV. Management and Operations Agreement Modernization

5 year administration transition and diversification – separate operations (marketing) and executive focus.

Executive Management Duties

- a. 2 year-5 year training for daily operations manager/hands on.
- b. Over 2 years – 5 years allow George to focus on executive duties for management, marketing, travel, fundraising, sponsorships, re-evaluate annually to 5 year goal.

V. Funding Plan

- I. Immediate 1 year goal.
 - a. County Funds Road improvements/maintenance.
County funds HVAC replacement and maintenance/Energy efficiency focus.
County funds “warm dry” shell maintenance – roofs, equipment etc.
County Funds Monthly Economic Development Stipend
 - b. Target USDA Community Facility
Grants/Loans (90% Guaranteed Loan)
 - 1. Direct from USDA
 - 2. Conventional Lenders
 - 3. Back stopped by Boone County Lease Agreement/County Credit and Refund of Economic Development Impacts of Event Center.

- c. Create Impact District to Collect sales tax from events, land lease proceeds, adjacent properties.
 - 1. Develop land use plan on interchanges and areas next to Event Center.
 - 2. Create community improvement district CID or district to capture event impacts. Help fund event center and waco road.

VI. Community Investment/Partnering

- a. Chamber of Commerce
- b. Tourism board
- c. Economic development tax receptive/impact district.
- d. City of Columbia

VII. Implementation

- a. year 1
 - 1. Finalize County maintenance of public entrance roadway S and through streets.
 - 2. Finalize County Investment in HVAC
 - 3. Finalize County Investment in building/shells and roofs.
 - 4. Complete USDA on available applications and strategic plans.

VIII. Estimates of Investments for 5 Year Plan and Revenue

- 1. Improvements and Replacements
 - a. \$1,500,000.00 - \$2,500,000.00 Investment target.
 - 1. Use USDA program if eligible, debt service to be \$8,000.00 to \$15,000.00 per month
 - b. Create analysis of revenues from event impacts and impact district to support new costs of investments
 - c. Formulate \$10,000.00 per month county funding for maximum return to tax payers.
 - d. Create Analysis for Commission, Treasurer and Auditor for review.